

***Best Virtual Tour/Experience***

Name of Development/Company: \_\_\_\_\_  
*(as you would like it to appear on award)*

Select One:    Production Builder    Custom Builder    Realtor    Lender    Attorney    Other: \_\_\_\_\_

Check Category:    \_\_\_\_\_ Single Community/Home    \_\_\_\_\_ Multiple Communities

Link to file(s): \_\_\_\_\_

Date project completed: \_\_\_\_\_ Date project went "live": \_\_\_\_\_

Average annual number of leads from tour: \_\_\_\_\_

% of leads from tour converted to sales: \_\_\_\_\_

**Submit a MARKETING STATEMENT in 250 words or less describing the Virtual Tour design concept and address all the items in the Judging Criteria.**

**Entry Checklist**

\_\_\_\_\_ Marketing Statement

\_\_\_\_\_ Images and/or link to the files (video or images)

\_\_\_\_\_ Statistics of Marketing

\_\_\_\_\_ Category Entry Form

\_\_\_\_\_ Registration Sheet

\_\_\_\_\_ Entry Fee

\_\_\_\_\_ Email final ORGANIZED package with the above items to [Patty@homebuildersofsavannah.com](mailto:Patty@homebuildersofsavannah.com). If file is too large, send via dropbox and communicate with HBA Staff.

**Judging Criteria**

Any original virtual tour or similar experience designed to market a new home, new home company, builder, community, or promotional campaign. Judged on results in marketplace, overall design and execution, media used, ease of navigation, message and emotion communicated to target market.